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(71) Applicant and

(72) Inventor: REICH, Yaron [IL/IL]; 23 Habanim Street,  
46379 Herzlia (IL).

(74) Agent: G.E. EHRLICH (1995) LTD.; 11 Menachem Be-  
gin Street, 52 521 Ramat Gan (IL).

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(54) Title: LBS NOWCASTING SENSITIVE ADVERTISING AND PROMOTION SYSTEM AND METHOD

(57) Abstract: A system and method for combining the delivery of advertising with weather predictions that are limited in geo-  
graphical area and time, and hence which are much more precise but also more time sensitive than regular weather forecasts. The  
present invention is preferably implemented with "nowcasting".